What is claimed is:

1.   A data modification device, comprising:

an incoming data terminal;

a local data terminal;

a data distribution terminal; and

a data modification unit coupled to the incoming data terminal, the local data

terminal, and the data distribution terminal, wherein the data modification unit is

adapted to selectively combine data from the incoming data terminal and the local

data terminal in accordance with an instruction set.

2.   The device of claim 1, wherein the data modification unit comprises:

a data stripper;

a processor configured to execute the instruction set; and

an inserter.

3.   The device of claim 2, wherein the data stripper is coupled to the incoming data

terminal, the processor is coupled to the local data terminal, and the data insertion unit is

coupled to the data distribution terminal.

4.   The device of claim 1, wherein the incoming data terminal is adapted to receive a

data signal from a broadcasting source.

5.   The device of claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a TCP-IP standard.

6.   The device of claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to an ATVEF standard.

7.   The device of claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a DOCSIS standard.

8.   The device of claim 4, wherein the broadcasting source is an NTSC format.

9.   The device of claim 4, wherein the broadcasting source is an MPEG2 format.

10.   The device of claim 4, wherein the broadcasting source is an HDTV format.

11.   The device of claim 4, wherein the broadcasting source is an DVD format.

12.   The device of claim 4, wherein the broadcasting source is an DBS format.

13.   The device of claim 4, wherein the data signal comprises a video data component and a meta data component.

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14.   The device of claim 1, wherein the local data terminal is adapted to receive a data

signal from a storage device.

15.   The device of claim 14, wherein the storage device is a recordable disk.

16.   The device of claim 14, wherein the storage device is a RAM.

17.   The device of claim 14, wherein the storage device is a computer database.

18.   The device of claim 1, wherein the data distribution terminal is adapted to

transmit a data signal to a distribution channel.

19.   The device of claim 2, wherein the data stripper is adapted to separate an

incoming signal into a video data component and a meta data component.

20.   The device of claim 2, wherein the processor is a reprogrammable device.

21.   The device of claim 2, wherein the processor is an ASIC.

22.   The device of claim 1, further comprising a receiver adapted to display the

combined data from the incoming data terminal and the local data terminal.

18.

23.   The device of claim 22, wherein the receiver is an NTSC enabled television.

24.   The device of claim 22, wherein the receiver is an HDTV enabled television.

25.   The device of claim 22, wherein the receiver is an MPEG2 enabled television.

26.   The device of claim 22, wherein the receiver is an DVD enabled television.

27.   The device of claim 22, wherein the receiver is an DBS enabled television.

28.   A data modification system for selective insertion of local meta data into an

incoming data stream, the incoming data stream having a video data component and a

meta data component, the data modification system comprising:

> an incoming data terminal;
>
> a local data terminal; and
>
> a data modification unit coupled to the incoming data terminal and the local
>
> data terminal,
>
> wherein the data modification unit is adapted to selectively combine data from
>
> the incoming data terminal and the local data terminal.

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29. The data modification system of claim 28, wherein the data modification unit comprises:

> a data distribution terminal;
>
> a data stripper coupled to the incoming data terminal;
>
> a processor coupled to the local data terminal; and
>
> a data insertion unit coupled to the data distribution terminal.

30. The data modification system of claim 29, wherein the processor is adapted to execute an instruction set.

31. A method of selectively modifying a data signal, comprising:

> receiving a data signal, the data signal comprising a first data component and a second data component;
>
> separating the first data component from the second data component;
>
> determining whether to modify the second data component;
>
> retrieving a third data component from a database;
>
> merging the third data component with the first data component; and
>
> outputting the third data component and the first data component to a distribution terminal.

32. The method of claim 31, wherein the first data component comprises a video component and the second data component comprises a meta data component.

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33.   The method of claim 31, wherein determining whether to modify the second data component is a logic function programmed into a processor.

34.   The method of claim 33, wherein the processor is a reprogrammable circuit.

35.   The method of claim 33, wherein the processor is an ASIC.

36.   The method of claim 31, wherein the third data component replaces the second data component.

37.   The method of claim 31, where the third data component is a local meta data component.

21.

38.   A method of selectively modifying a data signal, comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component;

determining whether to modify the second data component;

if modification of the second data component is not required, then

forwarding the second data component;

merging the second data component with the first data component; and

outputting the second data component and the first data component to a distribution terminal;

if modification of the second data component is required, then

retrieving a third data component from a database;

forwarding the third data component;

merging the third data component with the first data component; and

outputting the third data component and the first data component to a distribution terminal.

39.   The method of claim 38, wherein the first data component comprises a video data component, the second data component comprises a meta data component, and the third data component comprises a local meta data component.

40. The method of claim 38, wherein the third data component replaces the second data component.

41. A data modification system for selective insertion of local meta data into a data stream, the data stream having a video data component and a meta data component, the data modification system comprising:

a data stripper operative to separate the video data component from the meta data component;

a data storage device for storing the local meta data;

a processor coupled to the data storage device and the data stripper, the processor operative to selectively determine whether to replace the meta data component with the local meta data; and

a data insertion unit coupled to the processor, wherein the data insertion unit is operative to replace the meta data component with the local meta data.

42.   A data modification system for selective insertion of local meta data into a data

stream, the data stream having a video data component and a meta data component, the

data modification system comprising:

means for separating the video data component from the meta data

component;

means for storing the local meta data;

means for determining whether to replace the meta data component with the

local meta data; and

means for replacing the meta data component with the local meta data.

24.

43.   A computer-readable medium having computer-executable instructions for

performing a method of selectively modifying a data signal, the method comprising:

receiving a data signal, the data signal comprising a first data component

and a second data component;

separating the first data component from the second data component;

determining whether to modify the second data component;

if modification of the second data component is not required, then

forwarding the second data component;

merging the second data component with the first data

component; and

outputting the second data component and the first data

component to a distribution terminal;

if modification of the second data component is required, then

retrieving a third data component from a database;

forwarding the third data component;

merging the third data component with the first data

component; and

outputting the third data component and the first data component to a distribution

terminal.

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